

ABSTRACT

A unified system of programing communication.

The system encompasses the prior art (television, radio, broadcast hardcopy, computer communications, etc.) and

new user specific mass media. Within the unified
5 system, parallel processing computer systems, each
having an input (e.g., 77) controlling a plurality of
computers (e.g., 205), generate and output user
information at receiver stations. Under broadcast
control, local computers (73, 205), combine user
10 information selectively into prior art communications to
exhibit personalized mass media programming at video
monitors (202), speakers (263), printers (221), etc. At
intermediate transmission stations (e.g., cable
television stations), signals in network broadcasts and
15 from local inputs (74, 77, 97, 98) cause control
processors (71) and computers (73) to selectively
automate connection and operation of receivers (53),
recorder/players (76), computers (73), generators (82),
strippers (81), etc. At receiver stations, signals in
20 received transmissions and from local inputs (225, 218,
22) cause control processors (200) and computers (205)
to automate connection and operation of converters
(201), tuners (215), decryptors (224), recorder/players
(217), computers (205), furnaces (206), etc. Processors
25 (71, 200) meter and monitor availability and usage of
programming.